

# **CEO as the Brand Leader**

**Friday, November 16, 2018 CCLC Annual Conference  
4:00 p.m. – 5:15 p.m.**

***Presenters:***

**Dr. Jose Fierro, President/Superintendent  
Cerritos College**

**Tim Leong, Director, Communications and Community Relations  
Contra Costa Community College District**



**Community College Public Relations  
Organization**

**[www.ccprocalifornia.org](http://www.ccprocalifornia.org)**

# Overview

- Brand Defined
- Brand versus Marketing Call to Action
- What is Your College Brand?
- Cerritos College: Rebranding Case Study
- Why Your Brand is Important
- Key Takeaways
- Tips for CEOs
- Role for Trustees
- Questions



# Brand Defined

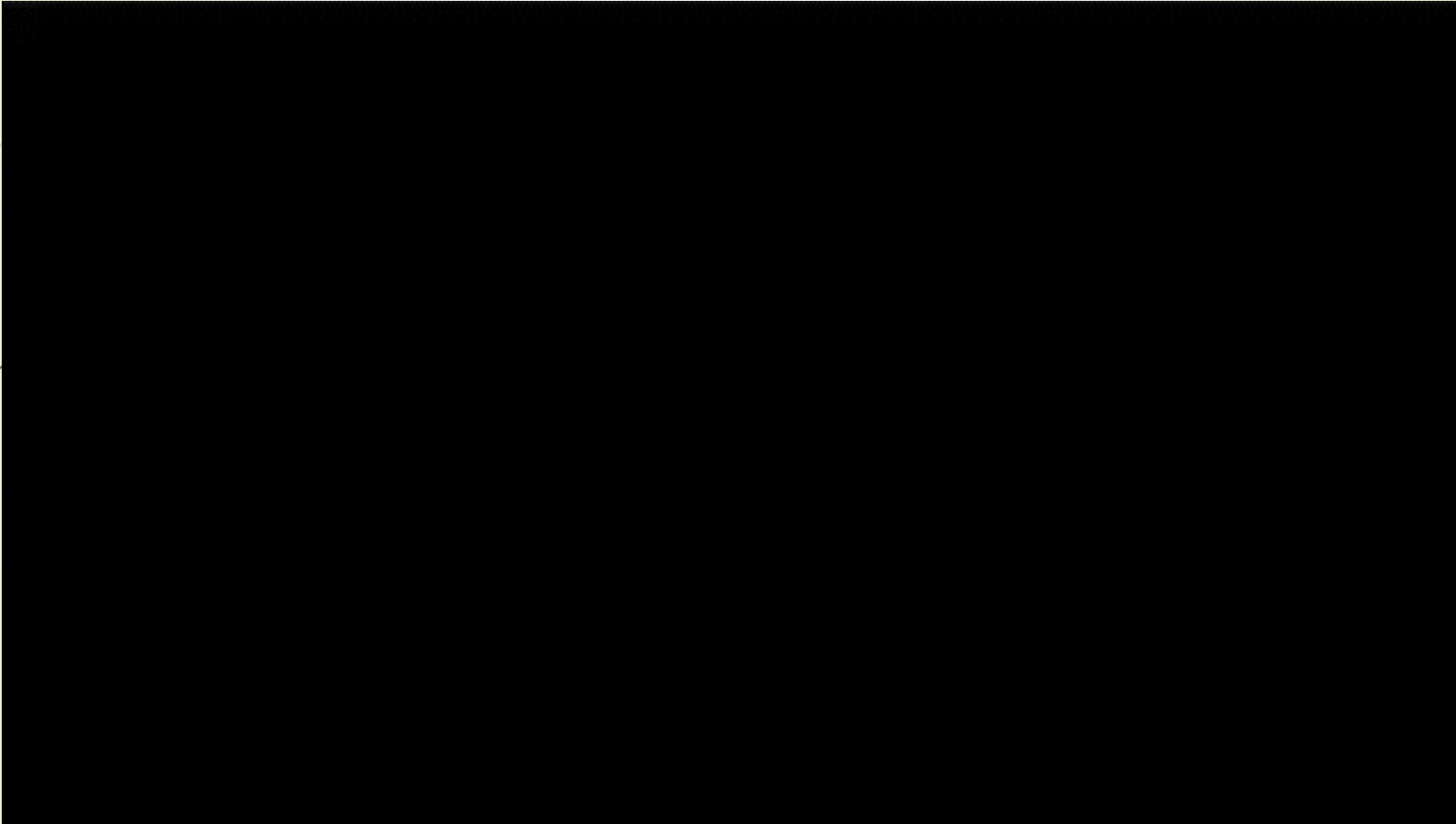
## BRAND LOYALTY



- Your company's brand image is the sum total of all the perceptions held by your current, past, and potential customers about your company's (college's) specific products and services. Brand attributes include things like quality, value, variety and the shopping experience and contributes to your reputation.

(Trendkite/2015)

# Brand Commercial



<https://www.youtube.com/watch?v=fPzB61uCioo>



# Marketing Call to Action



VIEW OUR ENTIRE INVENTORY AT ROZIERFORDLINCOLN.COM **ROZIER**  
FORD LINCOLN

<https://www.youtube.com/watch?v=WdAKLcTslIdU>



# CA Community Colleges CE Brand Ad



<https://www.youtube.com/watch?v=6gGYdKaD8ys>

# CA Community College Marketing Ad



<https://www.youtube.com/watch?v=qVdxglEHZ2c>



# Your College



- **What is your brand? Can you describe it?**
- **What public relations/marketing efforts are you using to solidify your college brand?**
- **When was the last time your college conducted a community assessment survey to understand their opinion of you?**
- **Can you identify an issue/subject/event that occurred recently that could impact your brand?**

# Rebranding Case Study



Influ  
e



**Dr. Jose Fierro**  
**President/Superintendent**  
**Cerritos College**

# Cerritos College: ReBranding Project

- Your assessment of the college brand (what you saw and heard 3 years ago)
- Why you decided to execute a rebranding effort
- What's your vision? What do you want your community to think about when they talk about Cerritos College?
- Rebranding needs everyone's involvement: roles for trustees, staff, students?
- Status of rebranding effort: implementation steps taken so far, any measurements that it is working?

# Why Your Brand is Important



- Enrollment
  - Foundation/fundraising
  - Bond measures/parcel taxes
  - Hiring the best and the brightest
  - Legislative support
- 
- Is it time for your college to re-evaluate your brand?
  - Can you afford not to invest in your brand?

***Your CEO is the brand leader, and  
Marketing/Communications implements/coordinates the  
brand strategies and measures the results***



# Key Takeaways



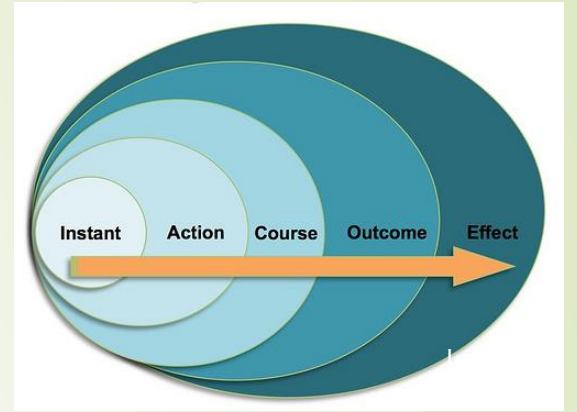
## **Your Brand:**

- **Sets the stage to influence the community, past/current/future students about your college.**
- **Investments must be ongoing and should be evaluated and adjusted regularly.**
- **Brand investments are not the same as Marketing investments.**
- **Provides the opportunity to successfully achieve your college objectives including enrollment, fundraising, bond measures/parcel taxes, legislative objectives, and hiring the best and the brightest.**
- **Your College has many ways to influence Your Brand.**



# How to Influence Your Brand

- Website
- Social Media
- Promotional Material
- Advertising
- Outreach, A&R, Student Services, etc.
- All your employees
- Your community
- Your students



# Tips for CEOs



- **Assess data that will objectively tell you what your community thinks about you**
- **Ensure buy-in and contributions from all stakeholders**
- **Identify the resources to implement the rebranding strategies**
- **Depend on your marketing and communications staff to provide leadership and guidance in this work**
- **Some results will not come overnight; it may take years to overcome certain community perceptions**
- **Protecting and enhancing the brand is ongoing work and doesn't stop**

# Role for Trustees



- Participate in the conversations and planning rebrand your college
- Ensure all trustees are kept inform of the progress and implementation steps
- Support the CEO by promoting his/her visibility and leadership
- Speak with one voice
- Everything you do impacts the brand of your college/district



# QUESTIONS?

# Thank you!



**Dr. Jose Fierro**  
**President/Superintendent**  
**Cerritos College**  
**[thury@cerritos.edu](mailto:thury@cerritos.edu)**

**Tim Leong**  
**Director, Communications & Community Relations**  
**Contra Costa Community College District**  
**[tleong@4cd.edu](mailto:tleong@4cd.edu)**

